suggested incremental inventory

MAILING #3 CARDS

markets		suggested incremental inventory in cartons per outlet
		region 1
1A0	BANGOR	6
1B0	BOSTON	19
1C0	HARTFORD	14
1D0	RHODE ISLAND	16
1E0	ALBANY	5
1F0	SYRACUSE	7
1G0	BUFFALO	12
1H0	NEW YORK	8
1I0	PHILADELPHIA	6
1J0	HARRISBURG	6
		region 2
2A0	BALTIMORE	6
2B0	WASHINGTON	6
2C0	RICHMOND	5
2D0	RALEIGH-DURHAM	4
2E0	CHARLOTTE	5
2F0	COLUMBIA	4
2G0	GREENVILLE	5
2H0	KNOXVILLE	5
2I0	NASHVILLE	4
2J0	ATLANTA	4
2K0	BIRMINGHAM	5
2L0	SAVANNAH	3
2M0	JACKSONVILLE	3
2N0	PENSACOLA	5
2O0	ORLANDO	6
2P0	TAMPA	7
2Q0	MIAMI	6
		region 3
3A0	ST. LOUIS	6
3B0	SPRINGFIELD	4
3C0	PADUCAH	4
3D0	MEMPHIS	4
3E0	JACKSON	3
3F0	LITTLE ROCK	4
3G0	NEW ORLEANS	4
3H0	LAKE CHARLES	3
3I0	DES MOINES	5
3J0	OMAHA	5
3K0	KANSAS CITY	4
3L0	TULSA	4
3M0	OKLAHOMA CITY	4
3N0	DALLAS-FT. WORTH	5
3O0	MIDLAND	4
3P0	ALBUQUERQUE	4
3Q0	HOUSTON	6
3R0	WACO-TEMPLE	5
3S0	SAN ANTONIO	5
		region 4
4A0	PITTSBURGH	9
4B0	CLEVELAND	11
4C0	COLUMBUS	7
4D0	CINCINNATI	9
4E0	SAGINAW	9
4F0	DETROIT	14
4G0	GRAND RAPIDS	13
4H0	TOLEDO	8
4I0	INDIANAPOLIS	6
4J0	LOUISVILLE	7
4K0	LEXINGTON	4
4L0	CHICAGO	19
4M0	PEORIA	7
4N0	GREEN BAY	7
4O0	MINNEAPOLIS	6
4P0	SIOUX FALLS	4
4Q0	MILWAUKEE	9
		region 5
5A0	ALASKA	2
5B0	SPOKANE	4
5C0	SEATTLE	4
5D0	PORTLAND	4
5E0	DENVER	4
5F0	SALT LAKE	4
5G0	PHOENIX	7
5H0	SACRAMENTO	5
5I0	SAN FRANCISCO	5
5J0	FRESNO	2
5K0	HAWAII	2
5L0	LOS ANGELES	4
5M0	SAN DIEGO	5

MAILING #4 MORNING

markets		suggested incremental inventory in cartons per outlet
1A0	BANGOR	17
1B0	BOSTON	53
1C0	HARTFORD	35
1D0	RHODE ISLAND	40
1E0	ALBANY	16
1F0	SYRACUSE	14
1G0	BUFFALO	30
1H0	NEW YORK	21
1I0	PHILADELPHIA	20
1J0	HARRISBURG	14
2A0	BALTIMORE	14
2B0	WASHINGTON	15
2C0	RICHMOND	9
2D0	RALEIGH-DURHAM	8
2E0	CHARLOTTE	7
2F0	COLUMBIA	7
2G0	GREENVILLE	8
2H0	KNOXVILLE	8
2I0	NASHVILLE	7
2J0	ATLANTA	9
2K0	BIRMINGHAM	8
2L0	SAVANNAH	5
2M0	JACKSONVILLE	5
2N0	PENSACOLA	8
2O0	ORLANDO	10
2P0	TAMPA	10
2Q0	MIAMI	12
3A0	ST. LOUIS	10
3B0	SPRINGFIELD	8
3C0	PADUCAH	8
3D0	MEMPHIS	7
3E0	JACKSON	5
3F0	LITTLE ROCK	8
3G0	NEW ORLEANS	8
3H0	LAKE CHARLES	8
3I0	DES MOINES	16
3J0	OMAHA	12
3K0	KANSAS CITY	9
3L0	TULSA	8
3M0	OKLAHOMA CITY	7
3N0	DALLAS-FT. WORTH	9
3O0	MIDLAND	5
3P0	ALBUQUERQUE	7
3Q0	HOUSTON	9
3R0	WACO-TEMPLE	10
3S0	SAN ANTONIO	8
4A0	PITTSBURGH	30
4B0	CLEVELAND	20
4C0	COLUMBUS	14
4D0	CINCINNATI	14
4E0	SAGINAW	17
4F0	DETROIT	17
4G0	GRAND RAPIDS	58
4H0	TOLEDO	14
4I0	INDIANAPOLIS	10
4J0	LOUISVILLE	16
4K0	LEXINGTON	8
4L0	CHICAGO	21
4M0	PEORIA	12
4N0	GREEN BAY	26
4O0	MINNEAPOLIS	27
4P0	SIOUX FALLS	13
4Q0	MILWAUKEE	39
5A0	ALASKA	9
5B0	SPOKANE	12
5C0	SEATTLE	9
5D0	PORTLAND	9
5E0	DENVER	9
5F0	SALT LAKE	14
5G0	PHOENIX	10
5H0	SACRAMENTO	8
5I0	SAN FRANCISCO	10
5J0	FRESNO	5
5K0	HAWAII	4
5L0	LOS ANGELES	10
5M0	SAN DIEGO	12

Figures are derived from the circulation by market, multiplied by Merit's historical coupon redemption, then divided by the number of carton outlets in your market. Please note the average carton outlet sells 2bbl CPW.

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suggestion box

"Communication is great. Keep it coming!"

—Jeff Whitson, Crestview, FL

We couldn't agree more, Jeff. So here's a chance for all of you to give us some feedback. The more information you give us, the better we'll be able to tailor future programs for you. So please take a moment to fill out this survey and send it to us by September 30, 1993. Looking forward to hearing from you!

1. Is this Sales Force Direct Mail communication helpful to you? ☐Yes ☐No
2. Does the information in this package help you to? *(Check all that apply.)*
   - ☐Sell in additional quantities of Merit in anticipation of Direct Mail programs?
   - ☐Gain additional Retail visibility for Merit Family?
     Such as _____
   - ☐Realize that PM USA is spending $ to increase Merit Sales in your territory?
   - ☐Other: _____
3. Based on all the activity in your territory, are the coupon values in these Direct Mail packages competitive? ☐Yes ☐No
4. What values and offers would help to promote Merit in your territory?

   _____

   _____
5. Other thoughts, ideas or suggestions, specifically regarding this Direct Mail communication that could help you:

   _____

   _____

   _____

   _____

   _____

   _____

   _____

   _____

   _____

   _____

Name _____

Address _____

City _____ State _____ ZIP _____

Market _____

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and get a Merit mug for yourself.

Source: https://www.industrydocuments.ucsf.edu/docs/kglp0096

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